

City of Manchester Job

Description

Job Title: Tourism Director

Department: Tourism

Reports To: Mayor/BOMA

FLSA Status: Exempt

Approved by BOMA: 4/7/2026

Job Summary:

This position plans, promotes, and manages the City of Manchester's tourism, blending marketing, economic development, and stakeholder relations to attract visitors and boost the local economy. Key duties include developing marketing campaigns, preparing and managing budgets, building partnerships with businesses and government, overseeing the Manchester Event and Visitor Center (MEVC). This position will analyze trends, manage staff, and report to board while working to enhance the destination's appeal and economic impact. This position also manages, supervises, coordinates use of the MEVC, and is responsible for managing all operational aspects of the MEVC, a 13,000-sq. ft. event center. Oversight includes facilities maintenance, coordination of events, and marketing of the facility. This position is responsible for the execution and oversight of the financial management, general operation, marketing and sales initiatives and client development/stewardship of the MEVC. It is required that the Tourism Director supervises and participates in the planning and daily execution of all MEVC functions. Outstanding customer service will be provided while maintaining an accommodating relationship with organizations, businesses, and individuals in the community to ensure successful functions, repeat business, and financial profitability. Specifically, the Tourism Director is responsible for directing the staff in servicing all banquet activities, conference meetings, and privately booked functions. This is a "hands on" management position that requires a presence in direction of major facility events. General knowledge of food and beverage preparations, services standards, guest relations, and etiquette is required.

Essential Duties and Responsibilities:

- Work to stimulate economic growth through tourism, ensuring sustainable practices
- Cultivate relationships with local businesses, lodging providers, event organizers, state agencies, and tour operators

- Oversee Tourism grants
- Keep accurate and detailed records including invoicing and payment receipts
- Work with an advisory Tourism Commission on a monthly basis
- Prepares and monitors compliance with the MEVC annual operational/facility budget
- Administer and prepare an annual budget by tracking revenue and expenditures
- Manages sales, marketing, and booking of the MEVC.
- Prepares and reviews event programming to confirm all services and necessary preparations are addressed
- Supervises, directs and coordinates the activities of event personnel, subcontractors and vendors as required to successfully execute assigned programming
- Provides leadership and directions to MEVC staff including day-to-day operations, settings goals and objectives, making employment decisions, coordinates client service deliverables with catering, audio-visual concessionaires, security and other contracted service vendors
- Supervises, monitors, and controls event billing per contracts
- Develops, recommends and implements technical and operational procedures and systems to achieve improved economy and efficiency
- Works to achieve operational efficiencies and reduced operational costs
- Manage the maintenance of financial records, including revenue and fees generated by programs, program operational costs, facility revenue and expense schedules, budget projections, and analyses
- Manage operational and physical maintenance of the MEVC facility and grounds.
- Attends networking events to promote the MEVC.
- Consults with clients to define meeting objectives; determines meeting and function space requirements; prepares and reviews contracts with clients for City approval.
- Reviews customer satisfaction evaluations and ensures that follow-ups with clients are made after events for feedback with staff and recommends changes to procedures and operations to improve level of customer services
- Maintain knowledge of and apply all laws relating to tourism, events, and activities, including labor, alcohol and sanitary conditions
- Provides office leadership to include maintaining proficiency in office skills specifically in the use of Microsoft Office, Excel, and other applications
- Performs other duties as assigned

Knowledge, Skills, and Abilities:

- Excellent oral and written communication skills
- Active listening and questioning skills
- Ability to make sales presentations
- Ability to research prospects and make event solicitations
- Excellent follow-up and organizational skills
- Leadership and supervisory skills
- Demonstrate understanding of current and advanced audio/visual technologies utilized in conference facilities
- Demonstrate understanding of facility maintenance and repair needs and solutions to include utilities and security systems

Minimum Requirements:

- Four years of full-time work experience in special events, sales, and marketing operation; including supervisory and financial management/budgeting experience or comparable experience.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts. The noise level in the work environment is usually moderate. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk to hear. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision

abilities required by this job include close vision, and ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.